

## ORDER



Orders	Order / Rev:	706100
	Alt Order #:	06275157
	Product Desc:	CROSSROADS GPS
	Estimate:	1215
	Flight Dates:	08/15/12 - 08/21/12
	Original Date / Rev:	08/13/12 / 08/13/12
	Order Type:	Political

	<b>WKYC</b>
Primary AE:	Joe Knauer
Sales Office:	T-WAS
Sales Region:	NAT

<b>Agency</b>	<b>Name:</b>	<b>Mentzer Media Services/ POL</b>
	Buying Contact:	
	Billing Contact:	
		600 Fairmount Ave. Suite 306
		Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Crossroads GPS
	Demographic:	A35+
	Product Codes:	IS-Candidate/Presidential,IS-Candidate/
	Priority:	P-2
	Revenue Codes:	AGY, GEN, POL

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	74	\$103,450.00	\$87,932.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	74	\$103,450.00	\$87,932.50	0.00
<b>Totals</b>	<b>74</b>	<b>\$103,450.00</b>	<b>\$87,932.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WKYC	17%	\$103,450.00
Market	100%	\$608,529.41

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	29%	\$176,473.53
WJW	10%	\$60,852.94
WOIO	16%	\$97,364.71
WUAB	28%	\$170,388.24

[illegible]

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 Estimate: 1215

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	08/15/12	08/17/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	6	\$400.00	P-2	0.00	NM	6	\$2,400.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--WTF--	6		\$400.00		0.00						
E 4	WKYC	08/15/12	08/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	6	\$750.00	P-2	0.00	NM	6	\$4,500.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--WTF--	6		\$750.00		0.00						
E 5	WKYC	08/15/12	08/17/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--WTF--	3		\$2,000.00		0.00						
E 6	WKYC	08/15/12	08/17/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--W-F--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W-F--	2		\$3,000.00		0.00						
E 7	WKYC	08/15/12	08/17/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	3	\$1,400.00	P-2	0.00	NM	3	\$4,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--WTF--	3		\$1,400.00		0.00						
E 8	WKYC	08/15/12	08/17/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	6	\$850.00	P-2	0.00	NM	6	\$5,100.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--WTF--	6		\$850.00		0.00						
E 9	WKYC	08/15/12	08/18/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	--WTFs-	:30	7	\$2,800.00	P-2	0.00	NM	7	\$19,600.00
2X W-F, 1X SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--WTFs-	7		\$2,800.00		0.00						
E 10	WKYC	08/15/12	08/15/12	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	--W----	1		\$4,500.00		0.00						
E 11	WKYC	08/17/12	08/17/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	----F--	1		\$4,000.00		0.00						
E 12	WKYC	08/18/12	08/18/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S-	2		\$900.00		0.00						
E 13	WKYC	08/18/12	08/18/12	Sat 730-8p Sat 730-8P	CM	730-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S-	1		\$500.00		0.00						
E 14	WKYC	08/18/12	08/18/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM)	-----S-	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/13/12	08/19/12	-----S-	2		\$1,400.00		0.00						

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WKYC	08/18/12	08/18/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM)	-----S-	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		2				\$1,400.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKYC	08/13/12-08/19/12	Sat Prime B		9-10p	(9:00 PM-10:00 PM)-----Sa--	:30		<del>(\$1,400.00)</del>		0.00	NM		
		See MG 14.3,14.4													
	2	NKYC	08/13/12-08/19/12	Sat Prime B		9-10p	(9:00 PM-10:00 PM)-----Sa--	:30		<del>(\$1,400.00)</del>		0.00	NM		
		See MG 14.3,14.4													
	3	NKYC	08/13/12-08/19/12	Sat Prime Other		Various	-----Sa--	:30		\$1,400.00		0.00	NM		
		Ⓜ MG for 14.1,14.2													
	4	NKYC	08/13/12-08/19/12	Sat Prime Other		Various	-----Sa--	:30		\$1,400.00		0.00	NM		
		Ⓜ MG for 14.1,14.2													
E 15	WKYC	08/18/12	08/19/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----SS	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----SS		2				\$850.00		0.00			
E 16	WKYC	08/18/12	08/18/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S-		1				\$2,000.00		0.00			
E 17	WKYC	08/19/12	08/19/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$850.00		0.00			
E 18	WKYC	08/19/12	08/19/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$2,500.00		0.00			
E 19	WKYC	08/19/12	08/19/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/13/12	08/19/12	-----S		1				\$250.00		0.00			
E 20	WKYC	08/20/12	08/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MT-----	:30	2	\$1,000.00	P-2	0.00	NM	2	\$2,000.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		2				\$1,000.00		0.00			
E 21	WKYC	08/20/12	08/20/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1				\$1,000.00		0.00			
E 22	WKYC	08/20/12	08/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		1X PER DAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		2				\$400.00		0.00			
E 23	WKYC	08/20/12	08/20/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1				\$750.00		0.00			
E 24	WKYC	08/20/12	08/20/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/20/12	08/26/12	M-----		1				\$2,000.00		0.00			
E 25	WKYC	08/20/12	08/20/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	WKYC	08/20/12	08/20/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		1			\$3,000.00		0.00				
E 26	WKYC	08/20/12	08/20/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		1			\$1,400.00		0.00				
E 27	WKYC	08/20/12	08/21/12	Tonight Show Tonight Show	CM	1135p-1237a	MT-----	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
	2X PER DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	MT-----		4			\$850.00		0.00				
E 28	WKYC	08/20/12	08/20/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$2,800.00	P-2	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		1			\$2,800.00		0.00				
E 29	WKYC	08/20/12	08/20/12	Mon Prime C Mon Prime C	CM	10-11p	M-----	:30	2	\$2,800.00	P-2	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/20/12	08/26/12	M-----		2			\$2,800.00		0.00				
													Totals	74	\$103,450.00